



## WHAT'S NEW - TOP NEWS STORY

**Top 100 ABA Events.** Two California events – Gold Rush Days in Sacramento and Rocktoberfest in Palm Springs – were selected by the American Bus Association (ABA) as *Top 100 Events in North America* for 2004. The excitement of the California gold rush will be brought to life during Sacramento's 2004 Gold Rush Days festival to be held over Labor Day weekend, September 3-6. As visitors stroll through the dirt streets and boardwalks of Old Sacramento State Historic Park, they will encounter horse-drawn carriages and "living history" characters in period costumes. Roctoberfest 2004, expected to be one of the largest events in Palm Springs' history, will be a tribute to rock 'n roll music, featuring performers such as Fabian, the Drifters, Shirelles, Little Anthony and the Imperials. This free outdoor festival will run from September 24-26. The ABA's "Top 100" designation is granted by an elite tourism industry selection committee that chooses from hundreds of U.S. and Canadian festivals, fairs, exhibitions and events. Among a variety of criteria, designees are chosen by the ABA based upon broad appeal, accessibility and receptivity to large groups arriving by motorcoach. Winners were featured in the September 2003 issue of *Destinations* magazine and also listed online at [www.buses.org](http://www.buses.org). To order a free copy of *2004 Top 100 Events in North America* publication, e-mail a request to [abainfo@buses.org](mailto:abainfo@buses.org), or write the American Bus Association, 700 13<sup>th</sup> Street, N.W., Suite 575, Washington, D.C., 20005-3934. **Public contact: American Bus Association, 202/842-1645.**